

# Digital Trends App

Installation Guide & User Manual  
for users of Apple smartphones and tablets

Software version: 1.17  
Effective date: 8<sup>th</sup> May 2015

## Table of Contents

<b>1</b>	<b>System requirements.....</b>	<b>1</b>
1.1	Operating system	1
1.2	Supported devices	1
<b>2</b>	<b>Download and installation.....</b>	<b>2</b>
<b>3</b>	<b>Installation step one: Grant Location Access .....</b>	<b>4</b>
<b>4</b>	<b>Activation step: network configuration .....</b>	<b>5</b>
4.1	Cellular Settings	5
4.2	Removing an existing APN profile, if necessary	7
4.3	Wi-Fi Settings	9
<b>5</b>	<b>The user authentication dialog .....</b>	<b>9</b>
<b>6</b>	<b>Uninstalling the Digital Trends app.....</b>	<b>10</b>
6.1	Deactivating the app	11
6.2	APN proxy removal	12
6.2.1	Restoring the default APN settings	13
6.3	Wi-Fi proxy removal	15
6.4	Uninstalling the app	16
<b>7</b>	<b>Updating the app .....</b>	<b>17</b>
<b>8</b>	<b>About &amp; Help.....</b>	<b>18</b>
<b>9</b>	<b>Surveys .....</b>	<b>20</b>
<b>10</b>	<b>Further questions and support .....</b>	<b>21</b>
<b>11</b>	<b>Disclaimer .....</b>	<b>21</b>

Dear Participant,

As a Digital Trends Programme member who uses the Internet from your mobile device, you have been carefully chosen to become part of an innovative, ongoing market research project. Many thanks for being part of our study!

As a member of the Digital Trends Programme you will get the chance to influence changes to certain mobile and Internet services and products. By providing us insight into how you use the Internet and your mobile device, you really will be able to shape the future of your digital world.

This handbook describes how to manage the Digital Trends app on an Apple iOS compatible device. There are other handbooks available for different platforms.

## **1 System requirements**

### **1.1 Operating system**

iOS 6.0 or higher

### **1.2 Supported devices**

- iPhone 3GS
- iPhone 4, 4S
- iPhone 5, 5C, 5S, 6, 6 Plus
- iPad, iPad Air™ and iPad mini™
- iPod touch 3G, 4G, 5G

**IOS 7 and 8 on iPhone 5 used for screenshots.**

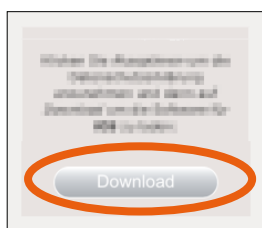
## 2 Download and installation

Open the link in the text message we sent you. It contains the download link and activation pin code.  
Tap on the download link in the text message. Then follow the below instructions:

1

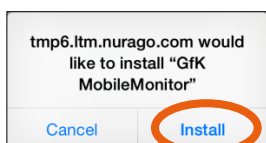
On the download page, please tap on "Download":

(Please note the screen may look different, depending on the project, and may not be available if you were provided with a direct download link.)



2

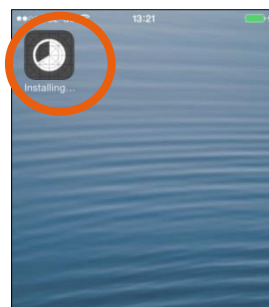
Then tap on "Install":



3

Tap the "Home" button to view the Home Screen:

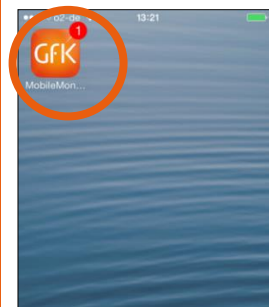
The app downloads.



4

When the download is finished, tap on the icon to start the app:

(Please note that the app icon may look different for the project you are taking part in.)



5

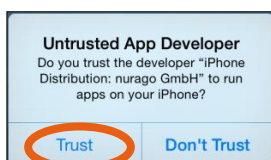
The **start screen** appears:

(Please note this screen may look different for the project you are taking part in.)



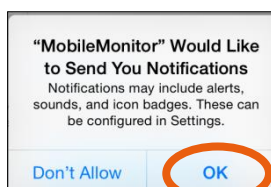
6

A security request appears as the app does not originate from the Apple® app store. Please **tap** on **“Trust”** to continue:



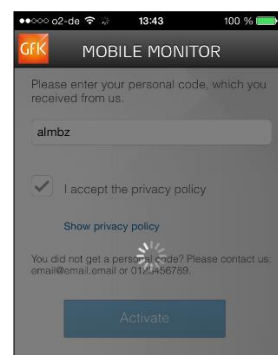
7

Please allow us to send you notifications within the app and **tap** on **“OK”**:



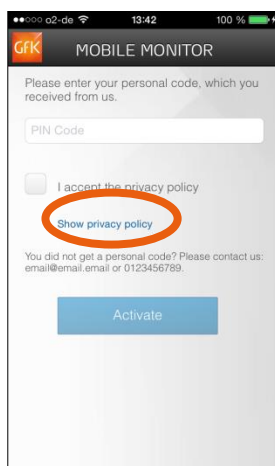
8

When started, the app checks if it is already activated. If not, please perform the next steps:



9

Tap on **“Show Privacy Policy”** to display the Privacy Disclosure Agreement:



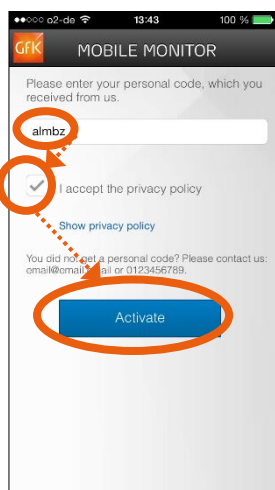
10

Read the **Privacy Disclosure Agreement**. Tap on **“Back”** when done:



11

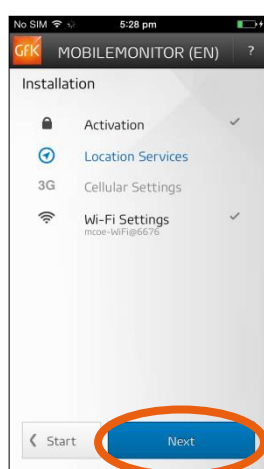
If you accept the privacy disclosure, **enter** your **PIN** code and place a **check mark** next to **“I accept the privacy policy”**. Then **tap** on **“Activate”**:



### 3 Installation step one: Grant Location Access

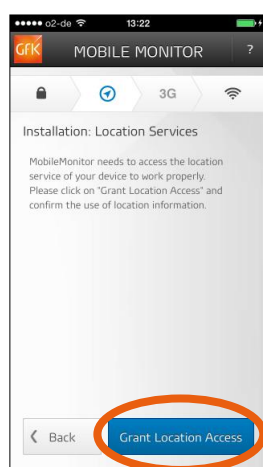
1

On the start screen, please tap on “Next”:



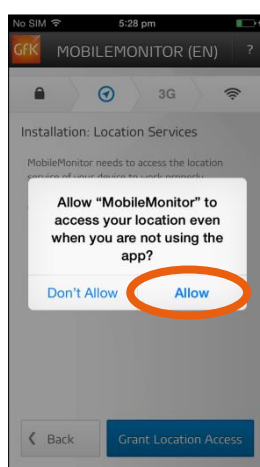
2

Please grant the app access to your current location. Tap on “Grant Location Access”:



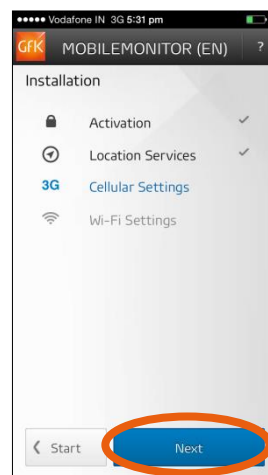
3

Please tap on “Allow” to confirm the security request:



4

Tap on “Next” to continue:



## 4 Activation step: network configuration


Depending on which type of connection is active during installation (Wi-Fi vs. cell network) you have to configure the Wi-Fi or cell network. This must be done separately for each Wi-Fi network and once for the cell network (GPRS).

### 4.1 Cellular Settings

Please follow the steps below to set up the Cellular Profile.

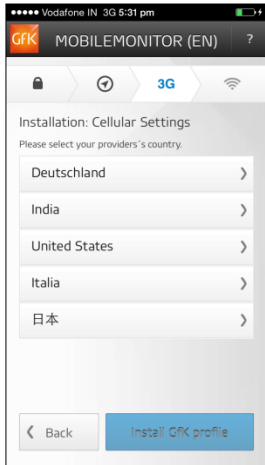
**1**

Tap on "Next":



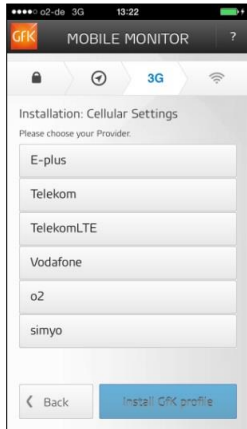
**2**

Tap on your country:



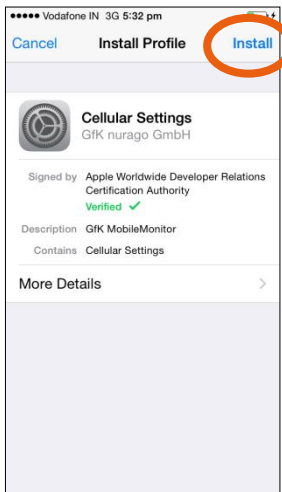
**3**

Select your provider:



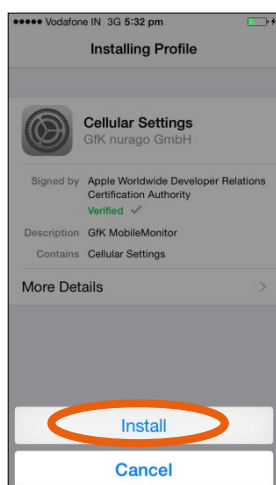
**4**

To install Cellular Settings, tap on "Install"



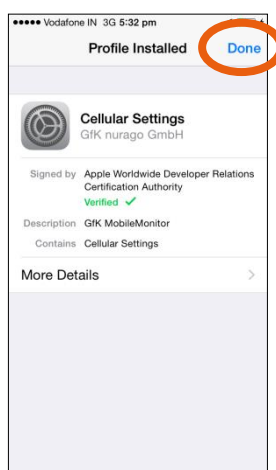
5

Tap on “Install” now”:



6

Tap on “Done”, then return to the Digital Trends app.



7

Back in the app, tap on “Next”:



8

**Note:** This error message indicates you already have another profile installed that modifies your APN settings. You have to remove this profile first in order to take part in the project. Please tap on “OK” and follow the instructions on the next page:

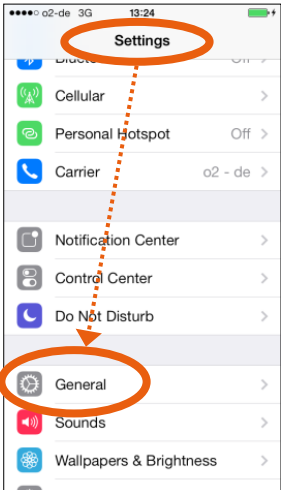


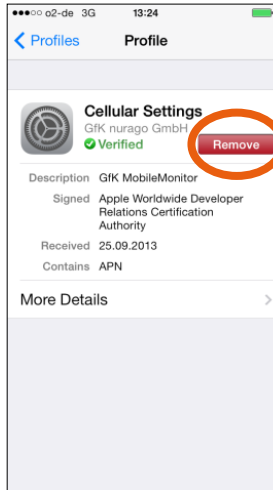




## 4.2 Removing an existing APN profile, if necessary

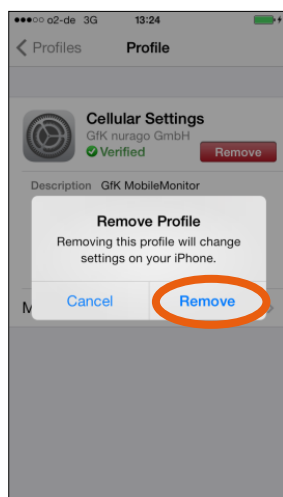
**Attention:** Please follow these instructions only in order to remove an already existing GfK-related APN configuration profile. This may otherwise have consequences for your cellular internet usage. Deleting a pre-installed profile (e.g., from your provider) may interrupt your cellular internet connection! For further information, please contact [gfkim@gfk.com](mailto:gfkim@gfk.com)

If you want to remove an already existing APN profile in order to install the Digital Trends app, please follow the below five steps:

1	2	3	4
<p>Go to <b>Settings</b> and tap on <b>General</b>:</p>	<p>Tap <b>“Profiles”</b>:</p>	<p>Below <b>“Configuration Profile”</b> tap on the installed <b>Configuration Profile</b> (named <b>“Cellular Settings”</b> in this example):</p>	<p>Tap on <b>“Remove”</b>:</p> <p>Please note the <b>“Remove”</b> button may be in a different position on the screen, depending on your version of iOS:</p>
			

5

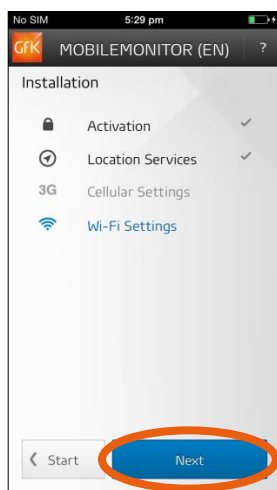
To confirm security request, tap on the next “Remove” button:



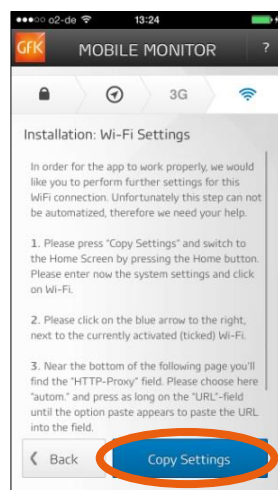
## 4.3 Wi-Fi Settings

Please follow the six steps below to set up the Wi-Fi Settings and repeat for each Wi-Fi connection:

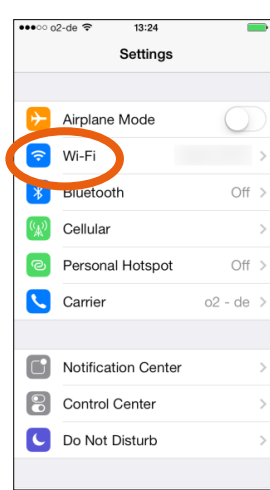
**1**  
Tap on "Next":



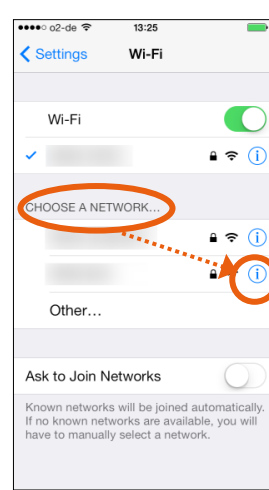
**2**  
Tap on "Copy Settings":



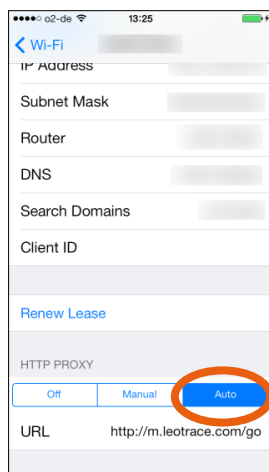
**3**  
Go to Settings and tap on "Wi-Fi":



**4**  
Tap on the blue button to the right of your active Wi-Fi's name to open the detailed settings:



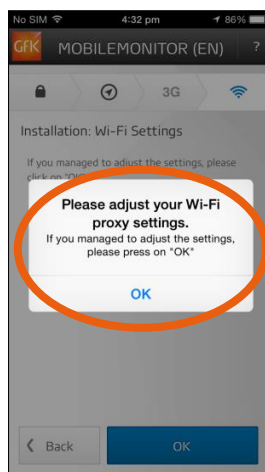
**5**  
Under "HTTP Proxy" tap on "Auto" and paste clipboard content into the URL input-box:



**6**  
Go back to Digital Trends app and tap on "OK":



**7**  
If you did not setup your Wi-Fi and try to continue a warning appears:

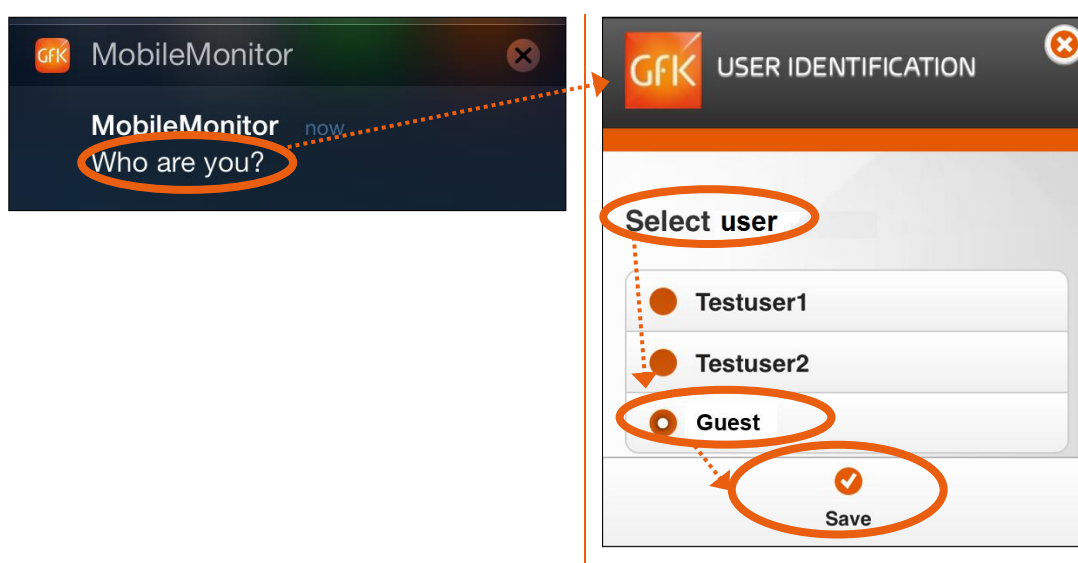


## 5 The user authentication dialog

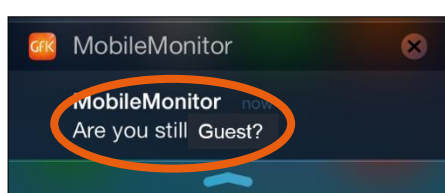
**Note:** This section does not apply for smartphones. It may apply for tablet PCs, but not necessarily in each case.

If your tablet device is used by multiple individuals, e.g., other members of your household, you may be prompted to choose your name from a user list. This may occur from time to time or upon unlocking the screen and is to ensure, for privacy reasons, that we include data collected from registered research participants only in our analysis. Everybody else who is using the device and whose name does not appear in this user list must tap on “Guest”.

If no user was previously selected – this usually occurs when the app has only just been installed – you may be prompted to initially identify yourself. Tap on this notification to display the user list, then select a user name or “Guest” and tap on “Save”:



The selected user will be pre-selected next time the notification appears:



At any time, you can go to the app's main screen and tap on “Change User” to open the user dialog and switch users.

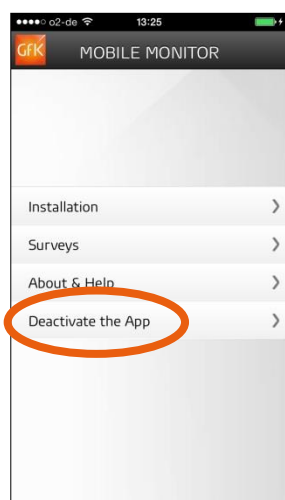


## 6 Uninstalling the Digital Trends app

## 6.1 Deactivating the app

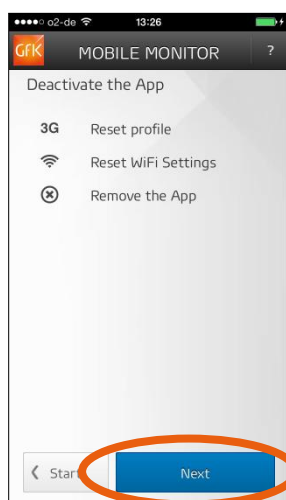
1

Open the app and tap on "Deactivate the app":



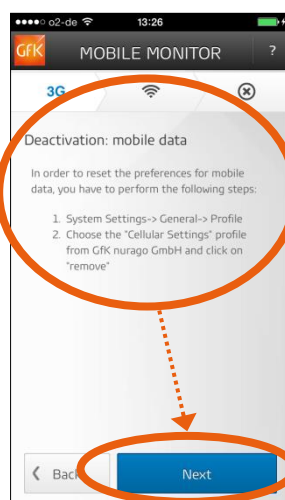
2

Deactivation starts. Please tap on "Next" to proceed:



3

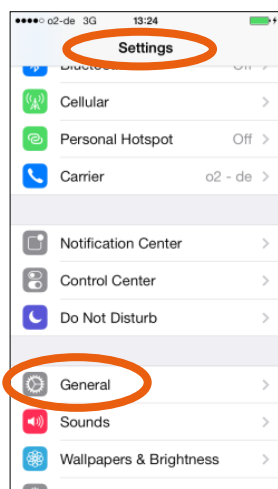
Follow the instructions on this screen (and in the next chapter) **before** you press "Next" again:



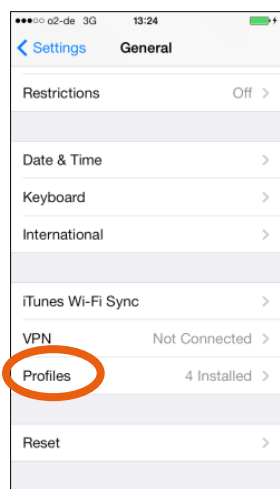
## 6.2 APN proxy removal

To remove the APN proxy configuration, please do the following:

**1**  
Go to **Settings** and tap on **General**:



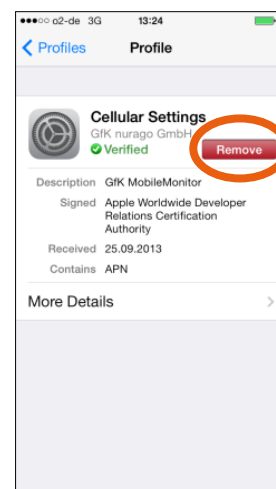
**2**  
Tap on **Profiles**:



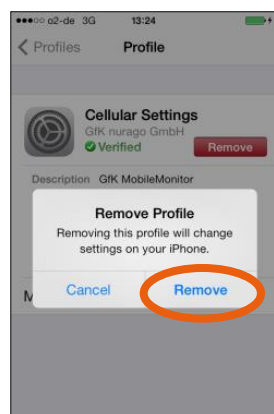
**3**  
Tap on **Cellular Settings**:



**4**  
Tap on **Remove**:  
*(Please note the "Remove" button may be in a different position on the screen, depending on your version of iOS.)*



**5**  
Tap on **Remove** in the security request:



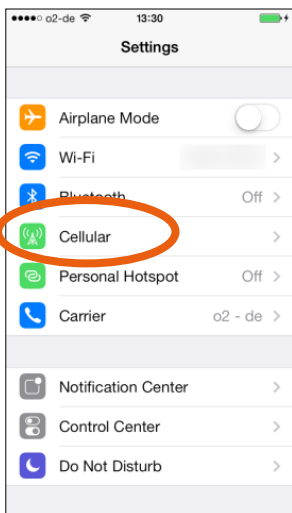
**6**  
Go back to Digital Trends app to proceed with the deactivation.

### 6.2.1 Restoring the default APN settings

After removing the profile, it may be that, depending on the provider, the APN settings need to be restored to the default values. These default values for APN name, username and password are different for each cellular provider. They can either be found on the provider's website or can be requested from the support hotline. Some providers will send an automatic text message with a link to download a new configuration profile. The information received can then be manually entered into the Mobile Data Network Settings.

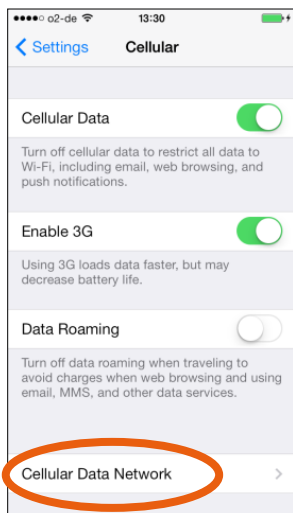
**1**

Go to Settings app and tap on "Cellular":



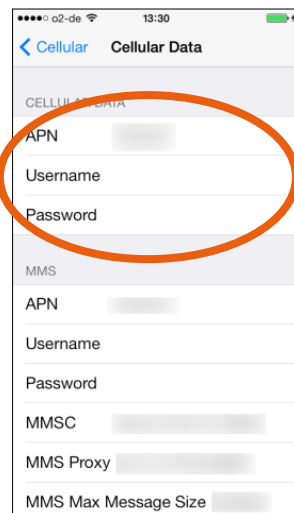
**2**

Tap on "Cellular Data Network":



**3**

Under "Cellular Data", fill in the information that you received from your provider:



Go back to the Digital Trends app to proceed with the deactivation:

1

When back in the Digital Trends app, tap on "Next" to proceed:



2

Then follow the instructions on the next screen (and below) before you tap on "Next" again:



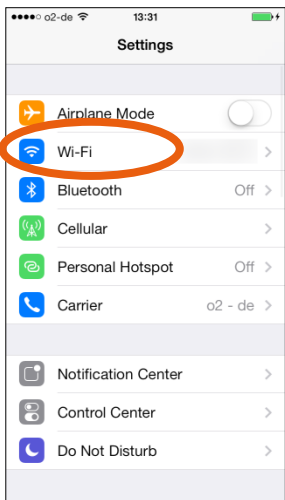


### 6.3 Wi-Fi proxy removal

To remove the proxy settings for Wi-Fi, please go to the proxy settings of the connected Wi-Fi (see installation of proxy settings) and turn HTTP Proxy off. This should be done for each Wi-Fi that has its proxy settings set to the local proxy, which was installed along with the Digital Trends app. Ensure that the local proxy settings are set to “**Off**” instead of “Auto” for each Wi-Fi. If the proxy is no longer available (e.g., because the app removed) a default setting without proxy will be applied:

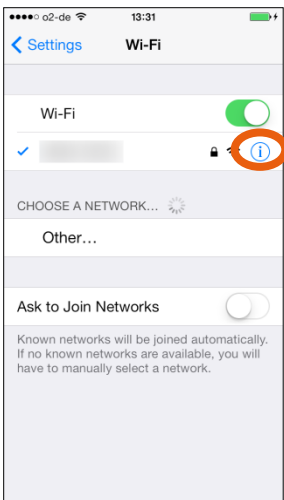
**1**

Go to Settings and tap on “Wi-Fi”:



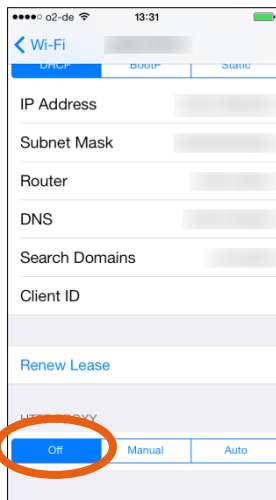
**2**

Tap on the active Wi-Fi:



**3**

Tap “Off” under HTTP Proxy:



## 6.4 Uninstalling the app

1

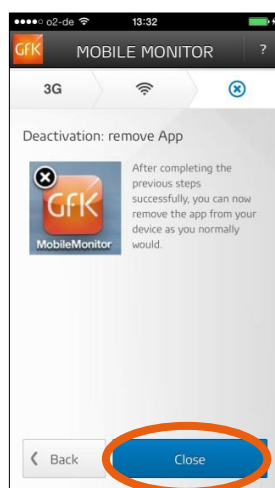
When back in the Digital Trends app, tap on “Next”:



2

Having completed the previous steps successfully, you can now remove the app from your device as you normally would.

Tap on “Close” to continue:



3

To uninstall the application, press and hold the applications icon until the icons begin to shake and a X appears on the edge of the application icon and click on X:

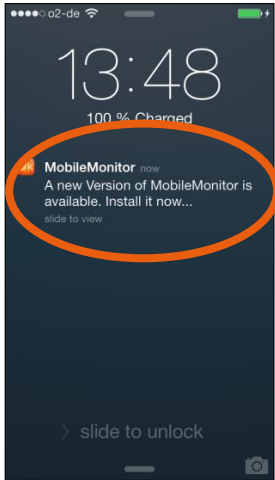


## 7 Updating the app

The Digital Trends app regularly checks for updates. When an update is available, you will receive a notification. Tapping on the notification will open the app, and a download alert will appear. Please **tap** on “Install” to proceed. The download of the new version will then start. When the update is complete you will **not** have to register again. But **please restart the app after the update!**

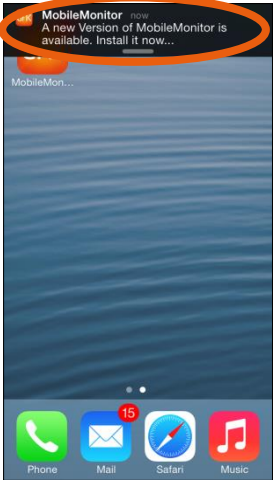
**1**

Update notification  
on locked screen:



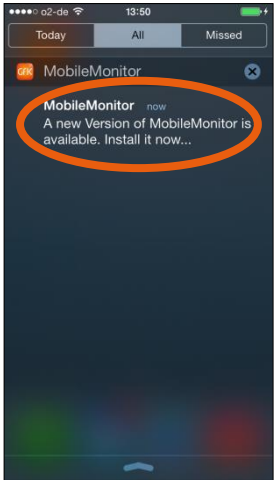
**2**

Update notification  
on the start screen:



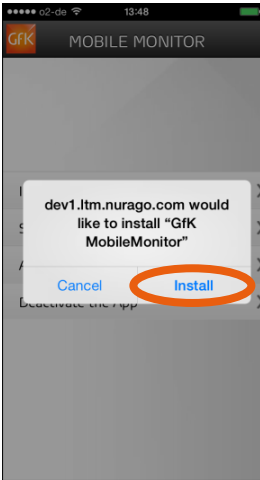
**3**

Update notification  
in Notification Center:



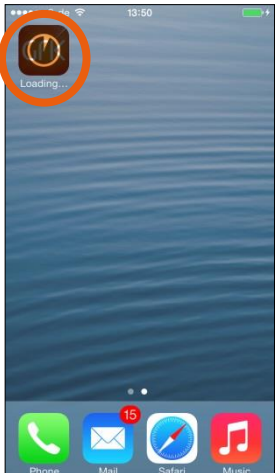
**4**

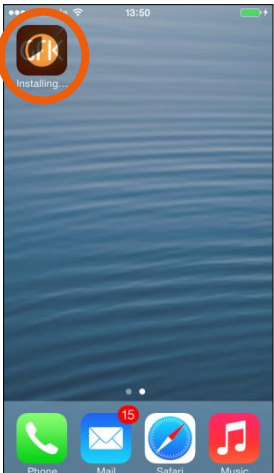
Update dialog:



**5**

Loading and installing:



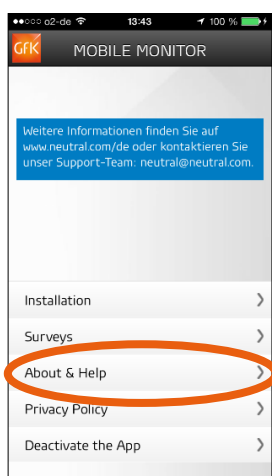


*Important: Updating will stop the app.*

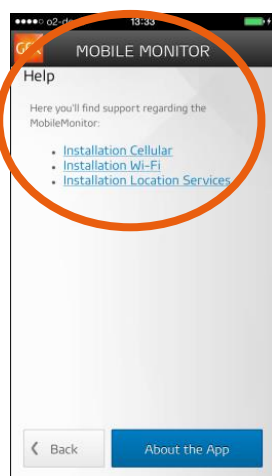
*Please restart the app after updating by simply tapping on its icon!*

## 8 About & Help

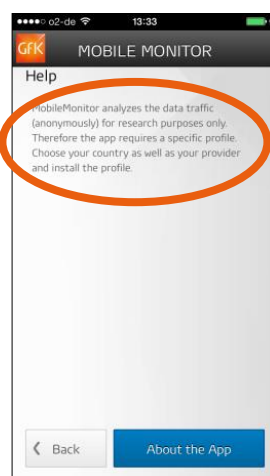
1  
Tap on “About & Help” to get to the Help section:



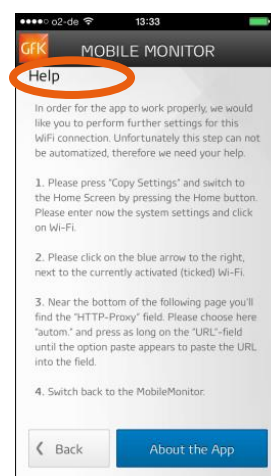
2  
Help page:



3  
About the app:

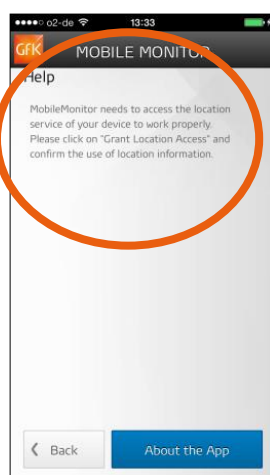


4  
Help with Wi-Fi setup:



5

Help with location services:



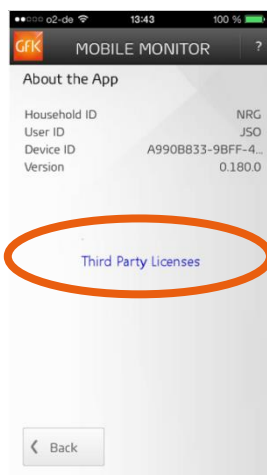
6

Tap on “About the App” to display technical information that is useful when you’re in need of helpdesk support.



7

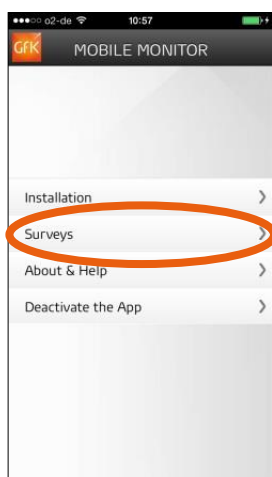
On the “About” screen, tap on “Third Party Licenses” to view copyright information on third party software components used by the Digital Trends app:



## 9 Surveys ( if applicable )

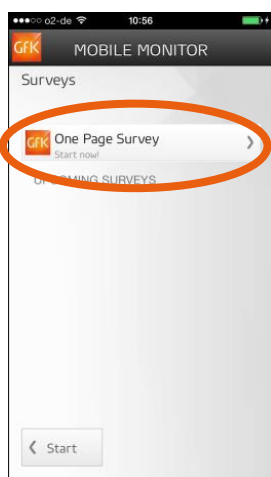
1

Tap on "Surveys" to get to the survey overview:



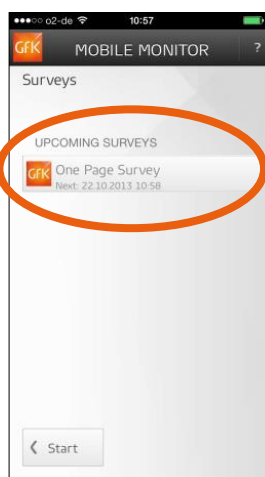
2

To start surveys, tap the survey shown:



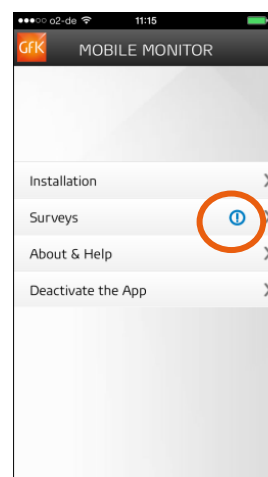
3

Surveys that are **not** ready to start are listed in "Upcoming surveys":



4

If there is a **survey ready** to be answered, the survey button in the home screen displays a notification icon:



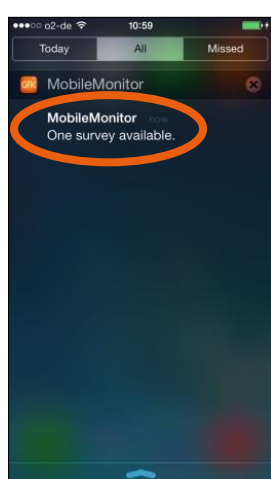
5

A notification appears if a new survey is available:



6

Survey notification in Notification Center:



## **10 Further questions and support**

If you have any questions or need any assistance, please contact us at [gfkim@gfk.com](mailto:gfkim@gfk.com)

## **11 Disclaimer**

All product and company names are trademarks™ or registered® trademarks of their respective holders. Use of them does not imply any affiliation with or endorsement by them.

iPhone, iPad, iPad Air, iPad mini and iPod touch are registered trademarks of Apple Inc. in the United States and other countries. iOS is a trademark or registered trademark of Cisco in the United States and other countries and is used by Apple Inc. under license.